



THE BOOK: Membership

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The Member Management System

Once the “chapter plan” has been completed, it’s time for theories and plans to be put to the test, and there’s only one way to make the plan work: people. This is where the member management system comes into play in a chapter’s success.

A **member management system** is any project that turns good people-management concepts into activities which produce members who are active and motivated continuously to reach individual and chapter objectives.

Springboard is a formal member-activation program for new members and Degrees of Jaycees is available for long-term members. The Leadership Academy is a project for long-term members to guide new members.

Springboard and **Degrees of Jaycees** can be combined for use with the Leadership Academy. Each of these is a path for members to follow to learn about the Junior Chamber and experience personal growth in a logical manner. Forms for the Springboard and Degrees programs have been included in the forms section.

SPRINGBOARD, designed for first-year members, is a tool for the chapter to activate new members, ensure that they have every opportunity to gain the benefits of membership, and are able to make a fully informed decision when it comes time to renew their membership.

ENROLLMENT: The new member should complete the Springboard enrollment form, ask the Chapter President to sign it, and mail it to the state office. This will enroll the new member in the Springboard program.

CERTIFICATION: Upon completion of the Springboard requirements, including renewing dues, the new member should complete the Springboard Certification Form, ask the Chapter President to sign it,

and mail it to the state office. This will certify the new member in the Springboard program. Once new members have completed the Springboard requirements, they will have earned their first three Degrees.

DEGREES OF JAYCEES continues where Springboard leaves off. Degrees of Jaycees is a career path for members, providing a logical sequence of events to be followed. By working through the various requirements spread across 10 degree levels, members will learn and grow in the Junior Chamber experience.

For the member, Degrees is a guide for personal growth. In addition, each member completing the Degrees of Jaycees program achieves the benefits of leadership training while directly affecting the experience of other members.

For the chapter, Degrees of Jaycees is a personnel management program which can be used toward the achievement of chapter goals through member participation. The chapter also gains increased visibility and influence within the community. The Degrees program is divided into three phases, as described below:

Phase 1: INVOLVEMENT — The first three degrees provide newer Jaycees with opportunities to experience orientation, training, community awareness, and sharing Jaycees. (see Springboard)

Phase 2: EXPERIENCE — Degrees four, five, and six are designed to let Jaycees use their experiences from the first phase to develop skills in activation, action, and recruiting.

Phase 3: LEADERSHIP — The last four degrees use the participants’ training and leadership skills gained in the first two phases.

CERTIFICATION: When a degree has been achieved, members should complete a Degrees of Jaycees Certification Form, listing the degree and the activities completed. Chapter Presidents must sign the forms and send them to their state office.

Note: Participants must complete one degree at a

time. There are no retroactive items. Only degrees completed during the current Junior Chamber year are accepted.

LEADERSHIP ACADEMY is a mentoring program developed after discovering that, on average, less than half of all new members renew their membership commitment after the first year. By teaming an experienced member with a new member, new members can be guided through the first year, helping them become actively involved in the chapter and increasing the member's motivation to renew.

New-member activation may be the most important work of the chapter administration team. Without new members and subsequent renewals, there can be no experienced members and no chapter to render needed service to the people in the community.

The Springboard program is a good guideline for the Academy member to use with the new member, as it provides basic information for the new member. A chapter is not required to run the Springboard program in order to run the Leadership Academy program or vice versa. However, it is strongly encouraged to run the programs together. They were developed to be used together and work best that way.

There are no structured training programs or forms to be filled out for the Academy program. Any experienced member who is interested in the growth and well-being of the chapter is eligible to be an Academy member.

This activation program should be used in a way that will best benefit the chapter and its members. Since the requirements are optional, the program can be adapted to fit the specific needs and goals of individual chapters. However, chapter leaders should ensure that the program remains challenging and rewarding.

For more information about the **Springboard** or **Degrees of Jaycees** programs, a Degrees of Jaycees manual is available through The Junior Chamber Products Department, 800.331.3248.

The Mechanics of Membership and Growth

The mechanics of chapter growth are the easy part! Calls are made to members to see if they'll renew, and new members are recruited using a five-step process in the recruiting section. All Board members should review the membership roster and dues payments. They should know who will and will not renew and the reasons for those decisions.

Real chapter growth, however, is a step or two beyond the mechanics. It involves asking and answering the following questions:

- What is the progress of the chapter plan?
- Are members participating?
- Are members complaining?
- Do members seem satisfied with projects and project assignments?
- Are Board members serving the members?
- Are Board members promoting the ultimate goals of the chapter?

Real chapter growth has two components: 1) number of new members, and 2) scheduled activities and real results. The following questions should be asked and answered:

- What is the chapter's image in the community?
- Does the community turn to the Junior Chamber for help?
- Does being a Jaycee stand the member in good stead in the eyes of the community?

Real chapter growth also involves the lasting effects involvement has had on past members. The following questions should be asked and answered:

- Did being a member of the chapter give past members the skills they needed to get a better job?
- Did their involvement make them better citizens?
- Did their involvement give them the courage to stand and be counted?
- Did their involvement give them more confidence in taking and completing tasks?
- Does the community recognize their accomplishments?

Note: True chapter growth is not a year-long goal. It is a lifetime goal for the chapter. A member's improved standing in the community should be indicative of personal growth. After all, the Junior Chamber is all about learning and improving ourselves and our communities. The only way we truly achieve this improvement is by practice. The results are worth it. The best gift a chapter can give a community is a better, more involved citizenry.

To Grow

The steps to growth include the following:

- Determination of the chapter's membership needs
- Development of a plan that follows chapter objectives
- Scheduling of activities to meet the plan
- Following through with scheduled activities

The first growth step involves the determination of the number of members the chapter will need to fulfill objectives. Officers should look at the chapter's

calendar of events and determine whether enough manpower is available to accomplish scheduled activities. This should be reviewed along with a roster listing the names of members and renewal dates. The membership plan (which is part of the overall chapter plan), should also be reviewed.

The objective is best illustrated by this example: the chapter will run several projects requiring a lot of manpower; however, several current members will soon reach age 40 and exhaust their membership. **Schedule membership activities now**, along with the planned chapter projects, to ensure the chapter doesn't suffer from these losses.

The following are useful membership activities:

RECRUITING

Recruiting follows the basic rules of salesmanship, which include:

- Listen to those you are trying to recruit
- Be honest
- Be yourself
- Know the product
- Keep a positive attitude

Techniques vary, but the rule of thumb should be to choose a comfortable technique. The more comfortable a person is with his or her presentation, the easier recruiting will be.

The following steps are used by most successful recruiters (and salesmen!):

- Introduce yourself and your chapter.
- Find out information about the prospect that will help you match the interests of the Junior Chamber to those of your prospect.
 - Talk about the Junior Chamber, using information learned in step two.
 - Get the prospect to agree with you about how the Junior Chamber is important to the community and the individual.
 - Ask the prospect to join, fill out the application, and ask for dues money. Ask for referrals, too.

If the prospect is reluctant, offer to pick him or her up for a chapter meeting or event. It is easier to recruit if prospects can see the immediate results of the chapter's efforts. An excellent training tool for new members is to send them recruiting with a long-term member, allowing them to learn first hand.

THE REFERRAL SYSTEM

The referral system simply refers to the use of lists of prospective members provided to the recruiter by others. Anyone can provide a referral, including those who decline the invitation to join. However, referrals won't work unless follow-up work is done!

Sources of referrals include:

- **Current members.** This includes individuals they work with, attend church with, family, friends, neighbors, etc.
- **New members.**
- **Business leaders.** This includes the names of employees, managers, or business owners who might benefit by joining the chapter.
 - **Welcome Wagon.** This can provide access to new residents in the community.
 - **Membership booth.** This can be located in an area with heavy pedestrian traffic.
 - **Voter registration lists.** These can be obtained from the county courthouse and used for a mass mailing.
 - Assign several Jaycees to promote the chapter to the public during every **Community Area of Opportunity project.**
 - **The mayor, city servants, and ministers.**

The chapter can:

- Ask for referrals when recruiting.
- Conduct a community survey.
- Sponsor a sweepstakes for a popular toddler's toy at a local business. Ask for parents' names, addresses, and phone numbers on the entry forms so that follow up with a personal visit or phone call can be scheduled. Allow only adults to complete the forms. Also, include an age bracket question (under 21? 21 to 39? 40 and over?), and ask if they would be interested in hearing more about the Junior Chamber. Follow these up with personal visits or phone calls.

CONTESTS AND INCENTIVES

Recruiting can be promoted through contests and incentives for members. These need not be complex or expensive. The most important step when developing an incentive program is to identify the types of incentives that will interest the members.

Free incentives might include:

- A personal letter from the mayor or governor
- Recognition in the chapter, district, region, or state newsletter
- Special parking at meetings
- Name mentioned in a letter to the editor of the local newspaper
- Free lawn care for a month
- Free home paint job

Incentives the chapter might pay for include:

- Gifts, plaques, pins
- Tickets to a sporting or arts event
- Registration to a state Board meeting

A Guide to Successful Membership Nights

The primary purpose of an M-night is to sign new members. The ultimate goal of Jaycees is to develop leadership skills. You can accomplish both with a well planned and organized M-night project.

Membership nights are meetings or events designed specifically to encourage people to join your chapter. They can be abbreviated meetings with a speaker, or simply special events to allow prospects and new members to meet in a relaxed setting. They also provide an opportunity for long-time members to become acquainted with new members. Remember, however, this is a side benefit. The primary purpose of an M-night is to sign new members.

To ensure a successful M-Night:

- Plan it like a project. Identify members who wish to serve on the M-night project committee. Have that group complete a Chairman's Planning Guide and appoint a chairperson.

- Decide what type of meeting you will conduct; a social or one with a motivational speaker.

- Establish the date, time, and place. Ask and confirm a guest speaker.

- Promote your M-night a minimum of 30 days in advance. Do a publicity blitz. Your members must hear it three times and see it in print twice before they will retain it. Report on it at meetings, promote it with fliers, television, radio, newspaper, bulletin boards, postcards, and newsletters.

- Get personal commitments from members to invite prospective members. Ask for the names of their guests.

- Encourage your members to bring their prospective members. Do not expect prospects to come if they are not picked up. Prospects have a fear of the unknown. They do not know exactly what will happen and usually don't know any of the people that will be there. Members must pick them up.

Ways to make the meeting FUN:

- Use the sample membership meeting agenda as a guide.
- Have a greeting committee. Personally welcome every attendee. Smile!
- Give everyone a name badge. Use one color pen for members and a different color for prospects.
- No clumping! Ask all members to talk to every prospect. Prospects are easy to identify if every-

one has the special colored badges.

- Never allow a prospect to stand alone.
- Tell your members who were not sworn in before that they will have the opportunity to do so at this meeting. Ask them to come forward when asked after the meeting is convened. This will encourage the prospective members who want to join to come forward too.
- After being sworn in, give the new members something. A pin, a booklet on Jaycees, a newsletter, or a membership roster are some items that may be used.

Other creative ideas are:

- Get a limousine donated from a local limousine rental company. Use it to pick up the prospects.
- Use a theme such as July 4th or Mardi Gras.
- Attractively printed and personalized invitations are effective.
- Call the meeting "Bring-A-Friend" night and ask your members to do that.
- Distribute a flier promoting the date and location of the orientation for those who join at the M-night.
- Don't charge a prospect for anything at the meeting.

Things to do after the meeting is adjourned:

- Ensure the prospective members complete and return their membership applications.
- Ask for their dues payment. If they joined, they know they must pay. Just ask.
- If some who joined didn't bring their check-books, give them a self-addressed, stamped envelope to mail their dues check in.
- Continue to encourage prospects who didn't get sworn in to join. Sometimes they're afraid to go up front.

Some follow-up suggestions for people who didn't attend the meeting or didn't join:

- Put the names of all these people on a Prospective Member Follow-Up Form and add them to your chapter's newsletter list.
- If they didn't come, mail them a postcard explaining that you missed them.
- If they did come, thank them for taking time to attend.
- Call and invite these people to another meeting or project.
- Smile, be friendly, and keep asking!

Some follow-up suggestions for people who joined:

- The President writes a letter or postcard welcoming them as members including the date, time, and place of the next meeting and event.
- Call them before the next event and invite them to attend. Pick them up!

Sample M-night Agenda

Time to allow for each activity:

- **30 minutes prior to arrival of guests.**

Committee members arrive early to set up the room. Greeters arrive and set up welcoming table.

- **30 minutes prior to the program.**

Guests begin to arrive and are welcomed. Guests and members mingle. Refreshments may be served.

- **Program: 30 minutes maximum.**

Stop serving refreshments during the meeting. Call to order, invocation, pledge to the flag, welcome, introduction of guests, explanation of purpose and a brief outline of chapter activities.

- **Allow 10 minutes additional if you have a speaker.** Speaker's presentation.

- **After the speaker, take a 15-minute recess to personally encourage prospects to join.**

Ask current members to mingle, answer questions, and explain what will happen during the swearing-in ceremony.

- **Allow 10 minutes to swear in those who have decided to join.**

Ask all people (not just people joining tonight) who haven't been sworn in to come forward.

- **Allow plenty of time for people to mingle and one-on-one recruiting with those who have not joined.**

In-Chapter Extensions

In addition to extending new chapters in new communities, existing chapters may "go the extra mile" and increase the size of their chapter. This process is called an "in-chapter extension." In a given month, if a chapter adds a certain number of new members to the chapter, this is called an in-chapter extension. Any chapter may complete an in-chapter extension in any month. A chapter may be in an isolated area, for example, and may not have a community nearby that could benefit from a Jaycee chapter. In this case, if the chapter still wants to participate in the extension process, an in-chapter extension is appropriate. The same activities as an external extension should happen, and the same type of support for the new members is necessary. The number of new members

required is based on a chapter's population division (based on size of the community). Please refer to the chart below.

<u>Chapter Pop. Division</u>	<u>New Members Needed</u>
1	7 members
2	10 members
3	12 members
4	15 members
5	18 members
6	20 members
7	22 members
8	25 members
9	7 members

Anniversary Dues

The Anniversary Dues system is an important chapter management tool, designed to encourage member recruitment and dues collection each month of the year. It can help a chapter keep up with its members, in person and on paper, giving them individual attention and the chapter a steady flow of members.

The Anniversary Dues system is one in which the chapter receives, each quarter, a list of all members whose membership anniversaries fall during that quarter. A member's anniversary month is defined as the month the member is placed on the membership rolls at The U.S. Junior Chamber National Service Center.

The Chapter President, Treasurer, and Membership Vice President should set up an efficient system for handling members' dues at the beginning of the year. A good system can prevent last-minute scuffles to get members to renew their membership.

The member's due date is in the column under PAID on the chapter roster printout. This can be used to set up the collection procedure. The following suggested collection procedure should not be used to replace the member activation procedure and IS NOT to replace member activation:

- Members should be billed by the first of the month prior to when their membership is due; i.e., if a member is due to renew September 30, they should be billed by August 1.

- A letter from the President encouraging the member to continue his or her activity in the chapter should be included with the billing.

- If the dues are not paid promptly, a follow-up phone call should be made in 30 days. Either the Treasurer or the member's assigned Director should make the call.

- If the dues are unpaid two weeks before the deadline, the President should call the member.
- Members should be acknowledged upon receipt of their dues.

REPORTS AND FORMS FOR MEMBERSHIP ACCOUNTING

There are six basic forms in the Anniversary Dues membership accounting process. The use of each is explained below. Reviewing this section should prevent errors and explain how the process can become a management tool for the chapter.

NOTE: All membership activity and dues should be sent to the state office. The state office will then submit the information to The U.S. Junior Chamber at the end of the billing month.

Form 1 — Chapter Roster

The chapter roster is a complete listing of every member in the chapter and includes certain vital information on each of those members. The chapter roster is mailed first class to each chapter.

The state name and number and the chapter name and number are recorded in the upper left-hand corner. Beneath that is the chapter name and permanent chapter address (PCHA). All mail will be sent to this permanent chapter address, therefore, it is important to ensure that this address be correct.

The date through which the roster is accurate is located at the top in the center of the page. Keeping these rosters in a notebook, in chronological order, ensures easy access to records.

Also listed at the top, to the right of center, are the chapter's charter date, population division, Region Director, and District Director. If this information is incorrect, contact the state office to correct it.

Each member who has been submitted to the U.S. Junior Chamber is listed alphabetically (by last name) with that member's Junior Chamber Identification Number, gender (M-male or F-female), member type (R-regular), last name, first name, address, birth date, paid-through date, monthly activity, anniversary date, and Degrees of Jaycees/Springboard information. If any of this information is incorrect, excluding the Junior Chamber Identification Number, which is assigned by the National Service Center, and paid-through date, which cannot be changed, it is necessary to submit changes in writing to the state office.

A misspelled name must be corrected by contacting the state office. To correct a birthdate or change a last name, a copy of the member's driver's license is needed. The member's address is the address printed on all mailing tapes for state, national, and JCI publications and should be kept up-to-date at all times.

If the U.S. Junior Chamber receives notification from the post office that an address is incorrect, and no correction is available, that member is given a "code 4." This means that the member's name will not be printed on any mailing tape issued by the U.S. Junior Chamber. If a member is a "code 4," an asterisk will appear beside his or her member "type" designation.

When the U.S. Junior Chamber receives a new member, the month that his or her name is entered into the computer becomes the anniversary date. The member's name will be printed on a chapter billing sheet for that particular month each year until he or she is dropped. The paid-through date is the month and year for which a member has paid his or her membership dues.

Form 2 — Chapter Summary

The chapter summary, which prints at the end of each chapter roster, gives the monthly and year-to-date figures on the membership activity. It keeps track of all transactions for members.

The summary should coincide at all times with the information listed on the roster. If it does not, contact the state office immediately.

Form 3 — Transfer

A Transfer Form must be completed and submitted with a \$5 transfer fee to the state office for any paid member wishing to transfer membership to another chapter.

The forms are available through the state office or a chapter may utilize the last columns on the Add/Change Form by showing where the member is transferring from, including the state and the chapter number. Place a "T" in the change column.

When processing has been completed, the transfer will be reported to the chapter in the Activity column on the chapter roster and will show the member's anniversary date.

Form 4 — Membership Add & Change

A three-part Add/Change Form will be sent to each chapter each month as part of the Dues Bill.

The state's name and number and the chapter's name and number needs to be printed in the upper left-hand corner of the form. This form can be used to submit new members, report address changes, and complete transfers. The first two pages of the Add/Change Form are to be mailed to the state office. The third copy is to be retained for chapter records. ***ALL NEW MEMBERS ARE REQUIRED TO SUBMIT BIRTH DATE INFORMATION. ANY NEW MEMBER SUBMITTED WITHOUT BIRTHDATE***

INFORMATION WILL NOT BE PROCESSED.

Form 5 — Dues Bills

A three-part Dues Bill will be sent to each chapter for each month in which members have anniversary dates. The bill lists all members up for renewal during that month. This bill will be received about 90 days in advance of the first month of the date members are due.

As soon as the bill is received, it should be reviewed. Every member must be contacted. When a member renews, an “R” should be placed in the renew box at the far left of the bill.

Members not indicated as renewed will automatically be dropped from the roster when the bill is processed. However, **any mark in the renew column will serve as a request for a member to be renewed** (members can only be renewed in their billing month). If a person is not to be renewed, leave this space **blank**. To ensure the accuracy of the organization’s data, do not put new member adds or changes on the Renewal Form.

The first two pages of the Dues Bill are to be mailed to the state office. The third copy should be retained for chapter records. If the Dues Bill for a month is lost, contact the state office; they have a copy of the bill.

Form 6 — Dues Computation

The U.S. Junior Chamber supplies a Dues Computation Form to each chapter. This worksheet combines the state, U.S. Junior Chamber, and JCI dues rate, and is used to calculate the amount due.

The chapter name and month of submission on both halves of the form should be filled out first. Then the appropriate number of members should be included in the proper space. When this is completed, the calculations can be made.

Checks should be made payable to the state organization for the amount shown at the bottom of the form. The State Copy of the form should be sent to the state office, along with copies of the Dues Bill and/or Membership Add/Change Forms. The chapter copy should be retained for chapter records.

Active Chapter Size Chart (ACS)

<u>Chapter Pop.</u>	<u>Community Population</u>	<u>ACS</u>
1	0-850	30 members
2	851 - 2,500	35 members
3	2,500 - 5,000	40 members
4	5,001 - 15,000	50 members
5	15,001 - 30,000	60 members
6	30,001 - 75,000	75 members
7	75,001 - 150,000	90 members
8	150,001 - and Up	125 members
9	non-reg. chapters	30 members

For More Membership Information Contact

USJC Membership
Services Department:
PO Box 7
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918.584.2481
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THE PROSPECTING GAME

The purpose of the Prospecting Game is to help chapter members identify potential members using a game format in order to make recognizing new people both easy and fun.

Prospecting Game Instructions:

- Play the game at a chapter meeting. Advertise in the chapter newsletter when the game will be played and why and how it will be played.
- Purchase (or get donated) prizes for members of the winning teams.
- Divide the members in attendance at the meeting into teams of three to five people making sure both new and old chapter members are on each team.
- Bring at least one area phone book for each team (members can be asked in advance to bring their own phone book).
- Make at least one copy of the Category Sheet and several copies of the Prospect Sheet for each team.
- Explain how winning teams will be determined before the game begins. A suggestion is to offer one point for each name and one point each for the address, city, ZIP, and phone number for the person identified as a prospect. The team with the most points wins.
- Ask the teams to look at the Category Sheet and identify people they know who could be prospective members who fit into the categories.
- Ask teams to clearly print information about their prospects on the Prospect Sheet.
- Have a time limit (15 minutes at minimum).

Other Ways to Play the Prospecting Game:

- Allow the teams to take the game home, complete it, and return it at the next chapter meeting.
- Play the game once every quarter. Keep the team members throughout the year and award prizes for the teams with the most points for the year.
- Allow prospects from categories other than the ones listed on the Category Sheet to be used.
- Award prizes to the second- and third-place teams.
- Award a super grand prize to the team that identifies a person in each of the 144 categories listed on the Category Sheet.
- Instead of dividing the attendees at a meeting into teams, ask members of the Board of Directors to pick four other people to be on their teams.
- Allow the teams to make up creative team names such as The Prospecting Kings, Super Recruiters, etc.
- Allow members to play individually.
- Make completing a Prospect Sheet a Springboard or Degrees of Jaycees requirement.
- Give teams five or 10 extra points if they recruit a potential member from their Prospect Sheet.



THE PROSPECTING GAME

- By playing this game, potential members for the chapter can be identified while having fun!
- This sheet lists 144 categories of people and occupations. Identify a person who fits one of the categories. On the Prospecting Form, write the category from which the prospect was chosen, their names, their street addresses, cities, ZIP codes, and phone numbers.
- Good luck prospecting!

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Attorney | <input type="checkbox"/> Insurance Agent | <input type="checkbox"/> Emergency Medical Technician (EMT) | <input type="checkbox"/> Co-Worker |
| <input type="checkbox"/> Doctor | <input type="checkbox"/> Dentist | <input type="checkbox"/> Accountant | <input type="checkbox"/> Roller Blader |
| <input type="checkbox"/> Florist | <input type="checkbox"/> Hair Dresser | <input type="checkbox"/> Optometrist | <input type="checkbox"/> Clothing Salesperson |
| <input type="checkbox"/> Office Manager | <input type="checkbox"/> Neighbor | <input type="checkbox"/> Bank Manager | <input type="checkbox"/> Plumber |
| <input type="checkbox"/> Jeweler | <input type="checkbox"/> Car Dealer | <input type="checkbox"/> Family Member | <input type="checkbox"/> Aerobic Instructor |
| <input type="checkbox"/> Mechanic | <input type="checkbox"/> Veterinarian | <input type="checkbox"/> Waitress | <input type="checkbox"/> Teacher/Educator |
| <input type="checkbox"/> Druggist | <input type="checkbox"/> Furniture Salesperson | <input type="checkbox"/> Politician | <input type="checkbox"/> Sports Team Member |
| <input type="checkbox"/> Contractor | <input type="checkbox"/> Engineer | <input type="checkbox"/> Repairperson | <input type="checkbox"/> Little League Parent |
| <input type="checkbox"/> Appliance Dealer | <input type="checkbox"/> Musician | <input type="checkbox"/> Tire Salesperson | <input type="checkbox"/> Chiropractor |
| <input type="checkbox"/> Bowler | <input type="checkbox"/> Account Executive | <input type="checkbox"/> Radio Personality | <input type="checkbox"/> Antique Collector |
| <input type="checkbox"/> Volleyball Player | <input type="checkbox"/> Tennis Player | <input type="checkbox"/> Waiter | <input type="checkbox"/> Gardener |
| <input type="checkbox"/> Bus Driver | <input type="checkbox"/> Stock Broker | <input type="checkbox"/> Softball Player | <input type="checkbox"/> Hospital Worker |
| <input type="checkbox"/> Clergy | <input type="checkbox"/> Dry Cleaner | <input type="checkbox"/> Caterer | <input type="checkbox"/> Postal Worker |
| <input type="checkbox"/> Basketball Player | <input type="checkbox"/> Fisher | <input type="checkbox"/> Nurse | <input type="checkbox"/> Country Music Lover |
| <input type="checkbox"/> Graphic Designer | <input type="checkbox"/> Golfer | <input type="checkbox"/> Funeral Director | <input type="checkbox"/> Administrative Asst. |
| <input type="checkbox"/> Pet Owner | <input type="checkbox"/> Librarian | <input type="checkbox"/> Pilot | <input type="checkbox"/> Marriage Counselor |
| <input type="checkbox"/> Motorcycle Owner | <input type="checkbox"/> Baker | <input type="checkbox"/> TV Personality | <input type="checkbox"/> Union Member |
| <input type="checkbox"/> Photographer | <input type="checkbox"/> Physical Therapist | <input type="checkbox"/> Weight Lifter | <input type="checkbox"/> NASCAR Fan |
| <input type="checkbox"/> Graphic Artist | <input type="checkbox"/> Landscaper | <input type="checkbox"/> Fire Fighter | <input type="checkbox"/> Security Guard |
| <input type="checkbox"/> Flight Attendant | <input type="checkbox"/> Artist | <input type="checkbox"/> Computer Operator | <input type="checkbox"/> Camping Enthusiast |
| <input type="checkbox"/> Utility Employee | <input type="checkbox"/> Jogger | <input type="checkbox"/> Truck Driver | <input type="checkbox"/> Construction Worker |
| <input type="checkbox"/> Dental Hygienist | <input type="checkbox"/> Hostess | <input type="checkbox"/> Farmer | <input type="checkbox"/> Union Member |
| <input type="checkbox"/> Police Officer | <input type="checkbox"/> Brick Layer | <input type="checkbox"/> Line Dancer | <input type="checkbox"/> Boat Owner |
| <input type="checkbox"/> Social Worker | <input type="checkbox"/> Bartender | <input type="checkbox"/> Parole Officer | <input type="checkbox"/> Seamstress |
| <input type="checkbox"/> Tailor | <input type="checkbox"/> Baseball Player | <input type="checkbox"/> Satellite Dish Owner | <input type="checkbox"/> Chain Store Employee |
| <input type="checkbox"/> Band Booster | <input type="checkbox"/> Republican | <input type="checkbox"/> Works in a Mall | <input type="checkbox"/> Hunter |
| <input type="checkbox"/> Painter | <input type="checkbox"/> Psychologist | <input type="checkbox"/> Sculptor | <input type="checkbox"/> Detective |
| <input type="checkbox"/> Girl Scout Leader | <input type="checkbox"/> Usher | <input type="checkbox"/> Democrat | <input type="checkbox"/> Secretary |
| <input type="checkbox"/> Chef | <input type="checkbox"/> Cub Scout Leader | <input type="checkbox"/> Road Worker | <input type="checkbox"/> Hotel Employee |
| <input type="checkbox"/> Paralegal | <input type="checkbox"/> Receptionist | <input type="checkbox"/> Life Guard | <input type="checkbox"/> Newspaper Reporter |
| <input type="checkbox"/> Drafter | <input type="checkbox"/> Relative | <input type="checkbox"/> Wears Glasses | <input type="checkbox"/> Water Skier |
| <input type="checkbox"/> Has a Beard | <input type="checkbox"/> Soccer Parent | <input type="checkbox"/> Church Choir Member | <input type="checkbox"/> Swimming Pool Owner |
| <input type="checkbox"/> Environmentalist | <input type="checkbox"/> Phone Salesperson | <input type="checkbox"/> Investment Counselor | <input type="checkbox"/> Sports Coach or Manager |
| <input type="checkbox"/> Carpenter | <input type="checkbox"/> Carpet Salesperson | <input type="checkbox"/> Real Estate Agent | |
| <input type="checkbox"/> Government Employee | <input type="checkbox"/> Convenience Store Employee | <input type="checkbox"/> Restaurant Employee | |
| <input type="checkbox"/> Grocery Store Employee | | | |



THE UNITED STATES JUNIOR CHAMBER®

THE PROSPECTING GAME

CATEGORY	
NAME	
STREET ADDRESS, CITY, ZIP	MAY WE USE YOUR NAME WHEN CONTACTING THIS PROSPECT? <input type="checkbox"/> YES <input type="checkbox"/> NO
PHONE	

CATEGORY	
NAME	
STREET ADDRESS, CITY, ZIP	MAY WE USE YOUR NAME WHEN CONTACTING THIS PROSPECT? <input type="checkbox"/> YES <input type="checkbox"/> NO
PHONE	

CATEGORY	
NAME	
STREET ADDRESS, CITY, ZIP	MAY WE USE YOUR NAME WHEN CONTACTING THIS PROSPECT? <input type="checkbox"/> YES <input type="checkbox"/> NO
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PHONE	

CATEGORY	
NAME	
STREET ADDRESS, CITY, ZIP	MAY WE USE YOUR NAME WHEN CONTACTING THIS PROSPECT? <input type="checkbox"/> YES <input type="checkbox"/> NO
PHONE	



THE UNITED STATES JUNIOR CHAMBER®
**PROSPECTIVE MEMBER
FOLLOW-UP FORM**

Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
	1st	2nd	3rd	4th			
Street Address							
Phone Number							

Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
	1st	2nd	3rd	4th			
Street Address							
Phone Number							

Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
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Street Address							
Phone Number							

Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
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Street Address							
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Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
	1st	2nd	3rd	4th			
Street Address							
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Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
	1st	2nd	3rd	4th			
Street Address							
Phone Number							

Prospective Member's Name	Contact Dates				Date 1st Meeting	Date 1st Project	Date Signed
	1st	2nd	3rd	4th			
Street Address							
Phone Number							



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Identifying and Attracting PROSPECTIVE MEMBERS

1. Ask a sports celebrity, Mayor, a local legislator, or a panel of politicians to speak at a chapter meeting. Use lots of publicity. Invite prospective members to attend.
2. Provide prospects with something free such as a chili dinner, casino night, beer, films, steak fry, dance, barbecue, family picnic, or a chance to win a raffle. Give a larger prize such as a weekend at a resort to the 30th prospect to walk in the door.
3. Host a sporting event between prospective members and Jaycee members. (Example: softball, volleyball, basketball, trap shooting, hunting events, card games, indoor or outdoor putting contest, etc.)
4. Rent a van or bus and pick up all prospective members on a meeting night. Put a Jaycee sign on the vehicle and advertise the “pick up” in the local paper and on the radio.
5. Provide a service for the prospects such as mowing lawns, raking leaves, painting rooms, washing cars, etc.
6. Have police “arrest” prospects and then ask the prospects to join the Jaycees. Have Jaycees, wearing chapter shirts, do the recruiting.
7. Establish a telephone recruiting campaign. Five Jaycees call the same prospect within an hour on the same night asking the prospect to join. The last caller asks if anyone has offered an invitation to join lately.
8. Get pictures of prospects and make a “Most Wanted” poster to put on display in a prominent place in town.
9. “Kidnap” the family of a prospect and treat the family to a meal or movie while treating the prospect to a beer or soft drink and recruiting them into the chapter.
10. Purchase (or get donated) a Big Wheel tricycle. Display the Big Wheel at a popular business location and give away free raffle tickets to win it. Ask parents to write their names, addresses, phone numbers, and ages on the tickets. At a later date, invite the Jaycee-aged participants to an M-night or chapter social.
11. Greet people as they enter a chapter project such as a Haunted House. As they exit, give them something compliments of the chapter. Talk with them about chapter activities and ask if they would like to participate and join.
12. Personally distribute membership applications to prospects at local sporting events or other community activities with a special invitation to a chapter meeting.
13. Present each newcomer in the city with a packet of Jaycee materials. Include a meeting schedule and personal invitation to attend a chapter event. Offer to help the new family get settled and oriented to the community.
14. Print a large newspaper advertisement stating “Special Sale on Jaycees! This Week Only!” Make the ad like any sales ad but list the major activities of the chapter and date, time, and location of chapter meetings and invite prospective members to attend.



A Guide to

REFERRAL LIST RECRUITING

Step 1: Make the Referral List.

- Gather names of people aged 21 - 39 (ask current chapter members, business leaders, and community leaders for names of prospective members).
- Bring a few phone books to a chapter meeting. Divide the attendees into teams and reward the team that identifies the addresses and phone numbers of the most people from the list with prizes.
- Utilize the Prospecting Game in this section of *The Book*.

Step 2: Use the Referral List.

- Ask the Mayor for a letter of recommendation and endorsement for Jaycees (see sample letter in this section of *The Book*).
- Identify a location that has multiple phone lines and arrange to use it one week on Monday, Tuesday, and Thursday evenings.
- Type the Chapter President's congratulations letter on chapter letterhead for each prospect on the list from step one and have the Chapter President personally sign each one (see sample letter in this section of *The Book*).
- One week before the calling begins, mail a packet containing a congratulations letter and mayoral letter to each prospect on the list from step one.
- Plan to run an article in the local paper about the Jaycees, the chapter, and its projects the same week of mailing.
- Have a minimum of six people committed each night of the calling week. Two people call the prospects and two teams of two people visit the prospects.

• The Phone Call:

1. Introduce yourself.
2. Explain to the prospect, "You have been referred by _____. They thought you would be an excellent Jaycee. Are you familiar with the Jaycees?"
3. Briefly talk about the Jaycees.
4. Ask if someone may deliver a membership pamphlet that evening and explain that the visit will only take a few minutes.

• The Visit:

1. SMILE! Introduce yourself.
2. Ask questions of the prospect such as, "Where do you work? Do you have a family? What do you do in your spare time?"
3. Talk about the Jaycees relating activities in the local chapter to the prospect based on answers received from the questions asked in the previous step.
4. Ask the prospect questions that they will have to answer "YES" to such as, "Do you think we need more activities for children? Would you like to learn to manage your time better?"
5. In closing, ask the prospect to join, complete a membership application, and pay first year's membership dues.
6. Ask for referrals such as friends or coworkers the prospect would like to see more often.
7. SMILE! Shake the prospect's hand and congratulate them on joining. Tell them where and when the next chapter meeting or project will be held and offer to pick them up.



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RECRUITING IDEAS, CONTESTS AND INCENTIVES

- Team competition between members such as new members vs. old members, men vs. women, etc. The winner is determined by the most members recruited within the given time period. Losers of the competition must wear unusual costumes to a chapter meeting, take a pie in the face, provide the winners with free dinner, etc.
- Send a special newsletter to all prospective Jaycees describing the benefits of membership and asking them to join.
- Adjourn during a chapter meeting asking everyone to leave and bring a prospect back to the meeting.
- Print a newspaper article with information on the Jaycees, the chapter, and chapter projects with a photo of a new member being sworn in.
- Have a membership booth at all projects. Place a sign at all projects reading, "Jaycees at Work — Inquire Within!" Organize recruiting teams for all projects and activities to talk with prospects about joining.
- Designate a prospect as the "Secret Prospect." The Jaycee who recruits that person gets a prize.
- Have a region or district M-night. Invite all the area chapters and publicize the event in local newspapers.
- Ask state officers to help with recruiting.
- Reward each chapter member with twenty-five cents at a chapter meeting if they have a membership application in their pockets, purses, or wallets.
- Make a list of the projects the chapter conducts with a brief explanation of each. Print a membership application on the back and give them to chapter members to aid in recruiting.
- Issue a marble to each chapter member (the larger the better) and ask them to carry it at all times to remind them to sign up new members. If they cannot produce the marble on request, fine them twenty-five cents at the next chapter meeting.
- Prepare a dart board with one-, five-, and ten-dollar bills taped to it. If a chapter member brings a guest to a meeting, they get to throw one dart at the board. If they recruit a new member, they get two throws. Whatever the dart hits on the board, they can keep.
- Establish criteria for being a superstar by using Springboard and Degrees of Jaycees programs as guides. Give extra credit to those involved in the programs for recruiting new members.
- Use a strange costume or toilet seat at chapter meetings. A member must wear the costume until they recruit a new member, and then they pass it on to their choice of other member.
- Issue a hospital ID bracelet to each member. Ask them to wear it until they recruit a new member. Issue bracelets at least three times during the year. Save the old bracelets in a bowl for display at chapter meetings.
- Exchange "can't gets." Ask members to write the names and phone numbers of people they have talked to about joining the Jaycees but haven't yet recruited. Exchange the names with other chapter members.
- Divide members into competition teams. Points are awarded for applications and money; one point for each application and five points for each application with money. The team with the most points gets a prize.
- Bring a bottle of wine or other prize to a chapter meeting. Pass around a sheet of paper. The last member (or the eleventh member, the third female, etc.) who writes the name, address, and phone number of a prospective member on the sheet wins the prize.